

**From:** [Kevin James](#)  
**To:** [Martinez, Ana](#)  
**Cc:** [Shahenian, Nicole](#); [Heather Repenning](#)  
**Subject:** Re: EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT HOLDS GROUND BREAKING CEREMONY FOR INSTALLATION OF VERMONT AVE. MEDIANS  
**Date:** Friday, October 14, 2016 5:33:10 PM  
**Attachments:** [image008.png](#)  
[image005.png](#)

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I would like to attend this event on Monday morning.

Kevin James  
President,  
Board of Public Works

On Fri, Oct 14, 2016 at 4:58 PM, Martinez, Ana <[stargirl@hollywoodchamber.net](mailto:stargirl@hollywoodchamber.net)> wrote:

Please RSVP to Nicole Shahenian who is handling media inquiries for this event.



## **MEDIA RELEASE**

For Immediate Release

Friday, October 14, 2016

Nicole Shahenian, [323-472-3222](tel:323-472-3222)

Executive Director

East Hollywood Business Improvement District

[Nicole@hollywoodchamber.net](mailto:Nicole@hollywoodchamber.net)

## **EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT HOLDS GROUND BREAKING CEREMONY FOR INSTALLATION OF VERMONT AVE. MEDIANS**

**EAST HOLLYWOOD, CA** – October 14, 2016 – The East Hollywood Business Improvement District (EHBID) announced that it will hold a ground-breaking ceremony to launch the installation of medians along Vermont Avenue from Hollywood Blvd. to Santa Monica Blvd.

**WHO:** Councilmember Mitch O'Farrell (CD-13)  
The East Hollywood Business Improvement District Board  
Leron Gubler, President & CEO, Hollywood Chamber of Commerce

**WHEN:** Monday, October 17th – 9:00 AM

**WHERE:** Vermont Ave. & De Longpre (In front of Hollywood Presbyterian Medical Center)

The EHBID's Vermont Ave. medians project was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. The East Hollywood Business Improvement District has partnered with Metro, CalTrans, and City Council District 13 to begin moving forward with the construction of six medians. Construction for the first four medians will begin with the groundbreaking and followed at a later date by two more. Councilmember Mitch O'Farrell will be speaking as part of the groundbreaking ceremony.

"The BID Board is very excited about this project and the benefits it will bring to the East Hollywood Community" stated Nicole Shahrenian, Executive Director of the BID. "The Vermont corridor is home to several major institutions, many small business, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape."

For progress updates on construction, visit the East Hollywood BID website, [www.ehbid.org](http://www.ehbid.org).

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**Ana Martinez**

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Vice President, Media Relations/Producer, Hollywood Walk of Fame



7018 Hollywood Blvd.  
Hollywood, CA 90028  
Tel:  [\(323\) 469-8311 ext. 27](tel:(323)469-8311)  
Press:  [\(323\) 468-1376](tel:(323)468-1376)  
Fax:  [\(323\) 469-2805](tel:(323)469-2805)  
[www.hollywoodchamber.net](http://www.hollywoodchamber.net) | [www.walkoffame.com](http://www.walkoffame.com)





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Kevin James, President  
Board of Public Works  
[Kevin.James@lacity.org](mailto:Kevin.James@lacity.org)